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Saudi Arabia

Poultry and Products

Saudi Arabia Puts Temporary Ban on Imports of Poultry & Products from EU Countries 2002

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Report Highlights:

Saudi Arabia imposes an immediate temporary ban on imports of poultry & poultry products imports from the EU countries including France. France has been the second leading frozen poultry supplier to Saudi Arabia in recent years.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Riyadh [SA2], SA

On July 25, 2002, the Saudi Ministry of Commerce (MOC) imposed an immediate temporary ban on imports of poultry and poultry products from the 15 EU countries because of contamination by synthetic hormones harmful to humans. The MOC decision was reportedly based on EU commission's recent report that indicated that products contaminated with the hormones could cause cancer and impotence in consumers.

The Saudi ban will hurt France more than the other EU countries impacted by the ban since it has been the number two supplier of poultry products to Saudi Arabia in recent years. In CY 2000, France exported 112,636 metric tons or about 33 percent of the total Saudi poultry imports.

The ban on French poultry imports is expected to further increase the Brazilian poultry exports to Saudi Arabia. With more than 60 percent market share in recent years, Brazil has remained the leading supplier of frozen broilers to the Kingdom. In 2000, Brazil exported 208,000 metric tons of frozen poultry meat to the Saudi Arabia.

Saudi Poultry Imports for CY 2000 are provided below:

Country of Origin	Quantity (MT)
Brazil	207,600
France	112,636
China	17,700*
U.S.	7,170
Total	345,106

SOURCE: Brazilian, French and U.S. customs data while data for French and Chinese were provided by business contacts.

French chicken "Doux" brand is the most popular imported brand of frozen broiler consumed by Saudi households, due to attractive prices and aggressive advertising and marketing by Doux. According to major frozen chicken wholesalers, more than 65 percent of Doux's broilers eventually end up in households; the balance hotels, restaurants, and other institutions.

The July 25 MOC decree also reaffirmed the earlier bans on beef and beef derivatives imports from EU countries because of infestation with Bovine Spongiform Encephalopathy (Mad Cow disease).